

ORDER



Orders
Order / Rev: 207183
Alt Order #: 06853429
Product Desc: 9/18-10/1 BARACK OBAMA
Estimate: 1781
Flight Dates: 09/18/12 - 10/01/12
Original Date / Rev: 09/20/12 / 09/20/12
Order Type: REG

WVBT
Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Greer Margolis & Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Obama For America (D)
Demographic: A35+
Product Codes: PL1
Priority: P5
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN13209
Agency External ID: IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	95	\$21,000.00	\$17,850.00
10/01/12	10/01/12	17	\$3,300.00	\$2,805.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	95	\$21,000.00	\$17,850.00	0.00
October 2012	17	\$3,300.00	\$2,805.00	0.00
Totals	112	\$24,300.00	\$20,655.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	28%	\$24,300.00
Market	100%	\$86,785.71

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	10%	\$8,678.57
WGNT	8%	\$6,942.86
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	25%	\$21,696.43
WTVZ	4%	\$3,471.43
WVEC	25%	\$21,696.43

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/21/12	09/21/12	M-F 4-5p	CM	4-5p	----F--	:30	4	\$100.00	P4	0.00	NM	4	\$400.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	----F--	4		\$100.00	0.00							
E 2	WVBT	09/19/12	09/21/12		CM	5-6p	----F--	:30	4	\$100.00	P4	0.00	NM	4	\$400.00

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WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Springer M-F 5-6p Jerry Springer											
				MAURY POVICH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	4		\$100.00		0.00						
E 3	WVBT	09/21/12	09/21/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	----F--	:30	2	\$500.00	P2	0.00	NM	2	\$1,000.00
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	2		\$500.00		0.00						
E 4	WVBT	09/24/12	10/01/12	Mon Hour 2 Mon 9-10p	CM	9-10p	M-----	:30	1	\$800.00	P3	0.00	NM	2	\$1,600.00
				THE MOB DOCTOR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M-----	1		\$800.00		0.00						
Week:		10/01/12	10/07/12	M-----	1		\$800.00		0.00						
E 5	WVBT	09/26/12	09/26/12	Wed Prime Other 1 Wed 8-10p	CM	8-10p	--W----	:30	2	\$1,500.00	P2	0.00	NM	2	\$3,000.00
				THE X FACTOR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--W----	2		\$1,500.00		0.00						
E 6	WVBT	09/27/12	09/27/12	Thur Hour 1 Thu 8-9p	CM	8-9p	---T---	:30	1	\$1,500.00	P2	0.00	NM	1	\$1,500.00
				THE X FACTOR RESULTS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	---T---	1		\$1,500.00		0.00						
E 7	WVBT	09/27/12	09/27/12	Thur Hour 2 Thu 9-10p	CM	9-10p	---T---	:30	1	\$1,500.00	P2	0.00	NM	1	\$1,500.00
				GLEE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	---T---	1		\$1,500.00		0.00						
E 8	WVBT	09/24/12	09/28/12	M-F 4-5p M-F 4-5p	CM	4-5p	MTWTF--	:30	5	\$100.00	P4	0.00	NM	5	\$500.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	5		\$100.00		0.00						
E 9	WVBT	10/01/12	10/01/12	M-F 4-5p M-F 4-5p	CM	4-5p	M-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$100.00		0.00						
E 10	WVBT	09/24/12	09/28/12	Springer M-F 5-6p Jerry Springer	CM	5-6p	MTWTF--	:30	5	\$100.00	P4	0.00	NM	5	\$500.00
				MAURY POVICH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	5		\$100.00		0.00						
E 11	WVBT	10/01/12	10/01/12	Springer M-F 5-6p Jerry Springer	CM	5-6p	M-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
				MAURY POVICH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$100.00		0.00						
E 12	WVBT	09/24/12	09/28/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	MTWTF--	:30	5	\$500.00	P2	0.00	NM	5	\$2,500.00
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	5		\$500.00		0.00						
E 13	WVBT	10/01/12	10/01/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	M-----	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	2		\$300.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WVBT	09/21/12	09/21/12	WAVY News 10 on FOX 43 WAVY News 10 on FOX 43	CM	WAVY News 10 or	----F--	:30	4	\$125.00	P4	0.00	NM	4	\$500.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	4		\$125.00		0.00						
E 15	WVBT	09/24/12	09/28/12	WAVY News 10 on FOX 43 WAVY News 10 on FOX 43	CM	WAVY News 10 or	MTWTF--	:30	10	\$125.00	P4	0.00	NM	10	\$1,250.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	10		\$125.00		0.00						
E 16	WVBT	10/01/12	10/01/12	WAVY News 10 on FOX 43 WAVY News 10 on FOX 43	CM	WAVY News 10 or	M-----	:30	2	\$125.00	P4	0.00	NM	2	\$250.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	2		\$125.00		0.00						
E 17	WVBT	09/21/12	09/21/12	M-F 8-9a Daily Buzz	CM	M-F 8-9a	----F--	:30	4	\$20.00	P4	0.00	NM	4	\$80.00
THE DAILY BUZZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	4		\$20.00		0.00						
E 18	WVBT	09/24/12	09/28/12	M-F 8-9a Daily Buzz	CM	M-F 8-9a	MTWTF--	:30	10	\$20.00	P4	0.00	NM	10	\$200.00
THE DAILY BUZZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	10		\$20.00		0.00						
E 19	WVBT	10/01/12	10/01/12	M-F 8-9a Daily Buzz	CM	M-F 8-9a	M-----	:30	4	\$20.00	P4	0.00	NM	4	\$80.00
THE DAILY BUZZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	4		\$20.00		0.00						
E 20	WVBT	09/21/12	09/21/12	M-F 5-6a Ricki Lake	CM	5-6a	----F--	:30	4	\$5.00	P5	0.00	NM	4	\$20.00
RICKI LAKE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	4		\$5.00		0.00						
E 21	WVBT	09/24/12	09/28/12	M-F 5-6a Ricki Lake	CM	5-6a	MTWTF--	:30	7	\$5.00	P5	0.00	NM	7	\$35.00
RICKI LAKE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	7		\$5.00		0.00						
E 22	WVBT	10/01/12	10/01/12	M-F 5-6a Ricki Lake	CM	5-6a	M-----	:30	2	\$5.00	P5	0.00	NM	2	\$10.00
RICKI LAKE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	2		\$5.00		0.00						
E 23	WVBT	09/21/12	09/21/12	M-F 12-1230a 30 Rock	CM	12-1230a	----F--	:30	2	\$30.00	P4	0.00	NM	2	\$60.00
30 ROCK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	2		\$30.00		0.00						
E 24	WVBT	09/24/12	09/28/12	M-F 12-1230a 30 Rock	CM	12-1230a	MTWTF--	:30	5	\$30.00	P4	0.00	NM	5	\$150.00
30 ROCK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWTF--	5		\$30.00		0.00						
E 25	WVBT	10/01/12	10/01/12	M-F 12-1230a 30 Rock	CM	12-1230a	M-----	:30	1	\$30.00	P4	0.00	NM	1	\$30.00
30 ROCK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M-----	1		\$30.00		0.00						
E 26	WVBT	09/21/12	09/21/12		CM	1230-1a	----F--	:30	2	\$30.00	P4	0.00	NM	2	\$60.00

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WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 1230-1a M-F 1230-1a 30 ROCK <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 ----F-- 2 \$30.00 0.00															
E 27	WVBT	09/24/12	09/28/12	M-F 1230-1a M-F 1230-1a	CM	1230-1a	MTWTF--	:30	5	\$30.00	P4	0.00	NM	5	\$150.00
30 ROCK <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 MTWTF-- 5 \$30.00 0.00															
E 28	WVBT	10/01/12	10/01/12	M-F 1230-1a M-F 1230-1a	CM	1230-1a	M-----	:30	1	\$30.00	P4	0.00	NM	1	\$30.00
30 ROCK <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 1 \$30.00 0.00															
E 30	WVBT	09/23/12	09/23/12	Fox NFL Reg Season 1p Fox NFL Reg Season 1p	CM	Fox NFL Reg Sea	-----S	:30	1	\$4,000.00	P2	0.00	NM	1	\$4,000.00
NON-REDSKINS FOOTBALL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S 1 \$4,000.00 0.00															
N 31	WVBT	09/23/12	09/23/12	Fox NFL Post Game Fox NFL Post Game	CM	Fox NFL Post Garr	-----S	:30	1	\$1,800.00	P2	0.00	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S 1 \$1,800.00 0.00															
N 32	WVBT	10/01/12	10/01/12	Mon Hour 1 Mon 8-9p	CM	8-9p	M-----	:30	1	\$1,200.00	P2	0.00	NM	1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 1 \$1,200.00 0.00															
N 33	WVBT	09/24/12	09/28/12	M-F 6-7p Maury Povich	CM	6-7p	MTWTF--	:30	5	\$100.00	P4	0.00	NM	5	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 MTWTF-- 5 \$100.00 0.00															
N 34	WVBT	10/01/12	10/01/12	M-F 6-7p Maury Povich	CM	6-7p	M-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12 10/07/12 M----- 1 \$100.00 0.00															
N 35	WVBT	09/24/12	09/28/12	M-F 6-7a Daily Buzz	CM	6-7a	MTWTF--	:30	4	\$20.00	P4	0.00	NM	4	\$80.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 MTWTF-- 4 \$20.00 0.00															
N 36	WVBT	09/23/12	09/23/12	Su 12-1a Su 12-1a	CM	12-1a	-----S	:30	1	\$15.00	P4	0.00	NM	1	\$15.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -----S 1 \$15.00 0.00															
													Totals	112	\$24,300.00